



# ACHIEVING EXTRAORDINARY CUSTOMER RELATIONS – SKILLS AND STRATEGIES

What determines your customers' impression of your organization? How do you earn their loyalty and goodwill? Beyond price or product quality, customers are most strongly influenced by the quality of their personal experience each time they come into contact with your organization.

How do top service organizations create these positive experiences, consistently and memorably? AchieveGlobal believes it requires very specific skills, attitudes, and behaviors. And not just at the front line.

That explains why nearly two million employees—from the front line to the executive level – have participated in AchieveGlobal's foundation program, *Achieving Extraordinary Customer Relations*.

Versions available for communications organizations:

- Local Exchange Carriers
- Cellular
- Long Distance Carriers

Achieve Global's foundation customer relations training program equips all employees with high-impact skills and strategies that result in visible improvement in internal and external service. *Achieving Extraordinary Customer Relations- Skills and Strategies* serves as the basis for improving your service organization by providing:

- A common language and unifying understanding of service
- A total of 17 practical skills to respond to each customer's situation
- A vehicle for building teamwork, efficiency, and productivity

## **High-impact skills-lasting change**

*Achieving Extraordinary Customer Relations – Skills and Strategies* incorporates proven adult learning techniques and media in a stimulating, highly interactive session. Guided by a facilitator, participants discuss areas of concern and then approach these issues using the program's customer relations skills and strategies. Participants have ample opportunities to practice the skills in a wide range of relevant situations. As a result, they quickly see "what's in it for them."

Customers confirm that this program produces lasting changes in behavior – and organizational culture:

"We are well on our way to becoming known for the quality of our service, thanks to the valuable tools gained from AchieveGlobal."  
- *quality assurance director*

"Highly motivational and pertinent to the work setting."

- *training coordinator*

"No other training has had the impact of this AchieveGlobal program."

- *vice president*

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## **An unrivaled delivery and certification process**

A AchieveGlobal trainer or your AchieveGlobal-certified facilitator leads discussions and models the use of the skills. Video examples and exercises further reinforce key concepts. The result is a supportive experience that encourages participants to learn, practice, and adopt new skills relevant to their jobs.

AchieveGlobal's certification proves that even less experienced trainers meet the standard of excellence that consistently earned AchieveGlobal the Training Directors' Forum Award for Outstanding Training Supplier. Facilitators practice delivering segments of the program and

benefit from immediate, constructive coaching from their AchieveGlobal trainer. In addition, the comprehensive facilitator guide offers a wealth of presentation options. Facilitators can readily tailor the content to the requirements of each audience.

**Program highlights and outcomes**

**Module 1: Foundation for Customer service.**

Participants learn essential customer service concepts, including how customers grade service experiences. They will:

- Learn the specific behaviors that lead toward a “Positive Memorable Customer Experience”
- Identify their internal and external customers
- Learn how to identify the human and business levels in any customer interaction – a core program concept

**Module 2: Caring Customer Service**

Participants examine specific detractors to providing extraordinary service. They also learn skills to help them deal with upset customers. Participants will:

- Identify different kinds of customer contact
- List policies that can stand in the way service quality
- Demonstrate and use “Caring Response”

**Module 3: A Model for Customer Relationships**

Participants learn to “frame” and identify the six parts of human behavior, using a clear, common vocabulary. They will:

- Understand how they can become “hooked” or frustrated by certain customers’ behaviour
- Learn how to stay “unhooked” by using productive responses
- Identify the behavior, body language, and specific words that create unproductive interactions

**Module 4: Your Impact on the Customer**

Building on the preceding modules, participants examine their own behavior and how it affects others. They will:

- Identify ways they create unproductive customer interactions

- Examine how people react differently to the same situation – “The Way It Is” Model
- Learn how to avoid “discounting”

**Module 5: Reducing Stress**

By looking at stress from a new perspective, participants uncover methods to help them stay positive. They will:

- Identify causes of stress and strategies for reducing it
- Learn to respond productively to negative behaviors of others
- Practice using appropriate words and body language

**Module 6: Building Rapport**

Participants gain more sophisticated skills for building rapport. They will:

- Focus on listening skills to use when dealing with displeased customers
- Learn the power of “re-framing”
- Practice a flexible set of responses to handle difficult customer situations

**Module 7: Creating Positive Outcomes**

Challenging situations offer opportunities to create positive customer perceptions. Participants work on tough business situations with the full range of skills. They will:

- Discuss and demonstrate specific strategies for handling mistakes
- Practice responding to verbal attacks
- Discuss what options they can offer to customers whose requests they cannot fulfill

**Module 8: Extraordinary Customer Relations**

This final module provides a comprehensive program review. Participants leave the program feeling good about what they’ve learned and motivated to do an extraordinary job. They will:

- Discuss positive aspects of their work environment
- Identify areas where they can be more proactive
- Establish a personal strategy for creating “Positive Memorable Customer Experiences”

**AUDIENCE**

All employees, from the front line to the executive level

**LENGTH**

16 hours (deliverable in flexible modules)

**FORMAT**

Reading, video modeling, group discussion, skills practice

**CLASS SIZE**

Up to 15 participants

**INSTRUCTION**

AchieveGlobal trainer or AchieveGlobal-certified facilitator

**MATERIALS**

Facilitator guide, participant text, flip charts, videotape

Now there’s a follow-on to AchieveGlobal’s foundation program. *Keeping the Skills Alive: A Coach’s Tool Kit* reinforces skills and behaviors in 20 “mini-modules” deliverable by managers or supervisors. The flexible approach helps protect your training investment, while deepening your organization’s commitment to extraordinary customer relations.

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